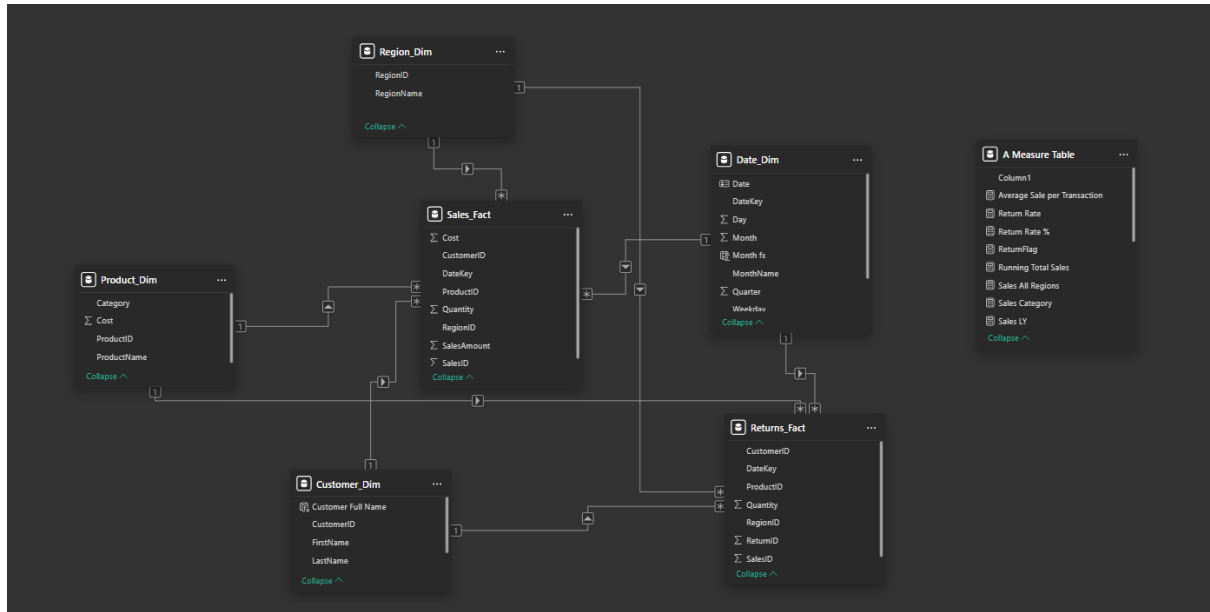


OUTPUT



1 Customer Full Name = CONCATENATE(Customer_Dim[FirstName], " " & Customer_Dim[LastName])

| CustomerID | FirstName | LastName | Segment | Customer Full Name |
|------------|-------------|----------|-----------|--------------------|
| 1001 | Bethany | McMillan | Retail | Bethany Mcmillan |
| 1002 | James | White | Corporate | James White |
| 1003 | Karen | Phillips | Corporate | Karen Phillips |
| 1004 | Christopher | Carter | Corporate | Christopher Carter |
| 1005 | Derrick | Roman | Retail | Derrick Roman |
| 1006 | Samuel | Simmons | Retail | Samuel Simmons |
| 1007 | Jacob | Crawford | Retail | Jacob Crawford |
| 1008 | Jennifer | Wheeler | Retail | Jennifer Wheeler |
| 1009 | Daniel | Lucas | SMB | Daniel Lucas |
| 1010 | Katherine | King | Corporate | Katherine King |
| 1011 | Kerry | Smith | Corporate | Kerry Smith |
| 1012 | Wendy | Thompson | Corporate | Wendy Thompson |

1 Year fx = YEAR(Date_Dim[Date])

| DateKey | Date | Year | Month | MonthName | Quarter | Day | Weekday | Year fx |
|----------|-------------------------|------|-------|-----------|---------|-----|-----------|---------|
| 20230701 | Saturday, July 1, 2023 | 2023 | 7 | July | 3 | 1 | Saturday | 2023 |
| 20230702 | Sunday, July 2, 2023 | 2023 | 7 | July | 3 | 2 | Sunday | 2023 |
| 20230703 | Monday, July 3, 2023 | 2023 | 7 | July | 3 | 3 | Monday | 2023 |
| 20230704 | Tuesday, July 4, 2023 | 2023 | 7 | July | 3 | 4 | Tuesday | 2023 |
| 20230705 | Wednesday, July 5, 2023 | 2023 | 7 | July | 3 | 5 | Wednesday | 2023 |
| 20230706 | Thursday, July 6, 2023 | 2023 | 7 | July | 3 | 6 | Thursday | 2023 |
| 20230707 | Friday, July 7, 2023 | 2023 | 7 | July | 3 | 7 | Friday | 2023 |
| 20230708 | Saturday, July 8, 2023 | 2023 | 7 | July | 3 | 8 | Saturday | 2023 |

1 Month fx = MONTH(Date_Dim[Date])

| DateKey | Date | Year | Month | MonthName | Quarter | Day | Weekday | Year fx | Month fx |
|----------|------------------------|------|-------|-----------|---------|-----|----------|---------|----------|
| 20230701 | Saturday, July 1, 2023 | 2023 | 7 | July | 3 | 1 | Saturday | 2023 | 7 |
| 20230702 | Sunday, July 2, 2023 | 2023 | 7 | July | 3 | 2 | Sunday | 2023 | 7 |
| 20230703 | Monday, July 3, 2023 | 2023 | 7 | July | 3 | 3 | Monday | 2023 | 7 |
| 20230704 | Tuesday, July 4, 2023 | 2023 | 7 | July | 3 | 4 | Tuesday | 2023 | 7 |

| Month | 1 | | | 2 | | | 3 | | | 4 | | | 5 | | |
|------------|-------------|--------------|---------------|-------------|--------------|---------------|-------------|--------------|---------------|-------------|--------------|---------------|-------------|--------------|---------------|
| RegionName | Total Sales | Total Profit | Return Rate % | Total Sales | Total Profit | Return Rate % | Total Sales | Total Profit | Return Rate % | Total Sales | Total Profit | Return Rate % | Total Sales | Total Profit | Return Rate % |
| Central | 12291 | 2449 | 0.07 | 15374 | 3637 | 0.08 | 27545 | 5372 | 0.10 | 17093 | 3284 | 0.05 | 5099 | 838 | |
| East | 8251 | 1586 | | 15831 | 2813 | 0.14 | 11279 | 2689 | 0.10 | 13148 | 2249 | 0.15 | 9054 | 2258 | |
| North | 17485 | 3295 | 0.04 | 10516 | 1483 | 0.03 | 25053 | 3048 | 0.03 | 18771 | 2962 | 0.19 | 15190 | 3405 | |
| South | 4673 | 1169 | 0.24 | 12794 | 2530 | | 11169 | 3100 | 0.09 | 14430 | 2529 | 0.04 | 14022 | 2576 | |
| West | 23366 | 3565 | 0.14 | 10249 | 2253 | 0.23 | 14816 | 2939 | 0.13 | 15327 | 2961 | | 7729 | 2428 | |
| Total | 66066 | 12064 | 0.09 | 64764 | 12716 | 0.09 | 89862 | 17148 | 0.09 | 78769 | 13985 | 0.08 | 51094 | 11505 | |

| | | | |
|------------------------------|--------|---------------|--------|
| Total Return | 282 | Total Cost | 686225 |
| Total Quantity | 2995 | Return Rate % | 0.09 |
| Sales All Regions | 848397 | Total Profit | 162172 |
| Average Sale per Transaction | 848.40 | | |

| Category | Return Rate % | Total Profit | Total Sales | Sales Category |
|-----------------|---------------|--------------|-------------|----------------|
| Books | 0.11 | 26236 | 187263 | Medium |
| Clothing | 0.11 | 14038 | 74074 | Medium |
| Electronics | 0.07 | 52460 | 322203 | High |
| Home Appliances | 0.08 | 40789 | 209275 | Medium |
| Toys | 0.13 | 28649 | 55582 | Low |
| Total | 0.09 | 162172 | 848397 | High |

| Year | Total Sales MoM% | Total Cost | Total Return | Total Profit |
|-------|------------------|------------|--------------|--------------|
| 2023 | 8.89% | 686225 | 282 | 162172 |
| 1 | | 54002 | 20 | 12064 |
| 2 | -1.97% | 52048 | 22 | 12716 |
| 3 | 38.75% | 72714 | 27 | 17148 |
| 4 | -12.34% | 64784 | 24 | 13985 |
| 5 | -35.13% | 39589 | 18 | 11505 |
| 6 | 24.21% | 52254 | 17 | 11211 |
| 7 | 5.37% | 52233 | 27 | 14639 |
| 8 | 30.60% | 71857 | 35 | 15478 |
| 9 | -19.24% | 55806 | 20 | 14728 |
| 10 | -0.37% | 59388 | 39 | 10882 |
| 11 | -0.25% | 56117 | 16 | 13977 |
| 12 | -1.17% | 55433 | 17 | 13839 |
| Total | 8.89% | 686225 | 282 | 162172 |

| Segment | Average Sale per Transaction | Total Sales |
|-----------|------------------------------|-------------|
| Corporate | 846.65 | 305642 |
| Retail | 833.77 | 356019 |
| SMB | 880.83 | 186736 |
| Total | 848.40 | 848397 |

| | | |
|--------------------------|---|------------------------------|
| ▼ | 📊 | A Measure Table |
| <input type="checkbox"/> | 📊 | Average Sale per Transaction |
| <input type="checkbox"/> | | Column1 |
| <input type="checkbox"/> | 📊 | Return Rate |
| <input type="checkbox"/> | 📊 | Return Rate % |
| <input type="checkbox"/> | 📊 | ReturnFlag |
| <input type="checkbox"/> | 📊 | Running Total Sales |
| <input type="checkbox"/> | 📊 | Sales All Regions |
| <input type="checkbox"/> | 📊 | Sales Category |
| <input type="checkbox"/> | 📊 | Sales LY |
| <input type="checkbox"/> | 📊 | Sales With Filters |
| <input type="checkbox"/> | 📊 | Total Cost |
| <input type="checkbox"/> | 📊 | Total Profit |
| <input type="checkbox"/> | 📊 | Total Profit Using SUMX |
| <input type="checkbox"/> | 📊 | Total Quantity |
| <input type="checkbox"/> | 📊 | Total Return |
| <input type="checkbox"/> | 📊 | Total Sales |
| <input type="checkbox"/> | 📊 | Total Sales MoM% |
| <input type="checkbox"/> | 📊 | Total Sales YoY% |
| <input type="checkbox"/> | 📊 | YoY Sales Growth |
| <input type="checkbox"/> | 📊 | YTD Sales |